



KSHB-TV

# ORDER

Flight Dates **08/14/12-08/20/12**

Contract / Revision **307753 / 380-Candidate**

Original Date / Revision  
08/13/12 08/13/12

Advertiser **Hensley / Democrat / Congr**  
**1322 G Street SE**  
**Washington, DC 20003**

Agency **Hamburger Company**

Buying Contact  
**5505 Connecticut Avenue NW - #21**  
**Washington, DC 20015**

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1579-Hensley for Congress 8-1**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	34	\$5,185.00	\$6,100.00	0.00	07/30/12	08/20/12	34	\$5,185.00	\$6,100.00
Totals	34	\$5,185.00	\$6,100.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/14/12	08/20/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	- 1 - 1 - -	:30	2	\$325.00	P-2	0.00 NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	- 1 - 1 - -		2		\$325.00		0.00				
N 2	KSHB	08/18/12	08/18/12	Sa 630-7p Sa 630-7p	CM	630-7p	- - - - S -	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - S -		1		\$600.00		0.00				
N 3	KSHB	08/19/12	08/19/12	Su Today Show Su Today Show	CM	7-8a	- - - - - S	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S		1		\$250.00		0.00				



KSHB-TV

Print Date: 08/13/12

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Contract / Revision **307753** Flight Dates **08/14/12-08/20/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:30:00

Advertiser **Hensley / Democrat / Cong** Product **380-Candidate**

Estimate # **1579-Hensley for Congress 8-**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	08/19/12	08/19/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$100.00		0.00			
N 5	KSHB	08/18/12	08/18/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$250.00		0.00			
N 6	KSHB	08/14/12	08/20/12	M-F 4-430p Jeopardy	CM	4-430p	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$300.00		0.00			
N 7	KSHB	08/14/12	08/20/12	M-F 3-4p Jeopardy/Millionaire	CM	3-4p	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$125.00		0.00			
N 8	KSHB	08/14/12	08/20/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$125.00		0.00			
N 9	KSHB	08/14/12	08/20/12	M-F 12-1p M-F 12-1p	CM	12-1p	1-1-1--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	1-1-1--					3	\$150.00		0.00			
N 10	KSHB	08/14/12	08/20/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	11111--					5	\$125.00		0.00			
N 11	KSHB	08/14/12	08/20/12	M-F 10-11a M-F 10-11a	CM	10-11a	1-1-1--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	1-1-1--					3	\$125.00		0.00			
N 12	KSHB	08/14/12	08/16/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	-1-1---	:30	2	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-1---					2	\$25.00		0.00			
Totals														34	\$6,100.00